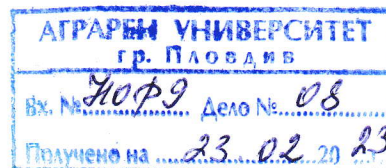


OPINION



on a dissertation work for obtaining the educational and scientific degree "doctor" in: field of higher education 3.0 Social, economic and legal sciences professional direction 3.8 Economics, the scientific specialty Organization and Management

Author of the dissertation: *Vlora Limani Hajnuni*

PhD student (independent training) at the Department of "Management and Marketing" at the Agricultural University, Plovdiv

Dissertation topic: Marketing strategies for managing sales of chemicals for farmers

Reviewer: Associate Professor Teodor Nikolaev Radev, Ph.D, area of higher education 3.0 Social, economic and legal sciences, PN 3.7 Administration and management, scientific specialty Organization and management designated as a member of the scientific jury by order No. RD-16-1312 of 19.12.2022 by the Rector of AU.

1. Brief introduction of the candidate.

Vlora Limani Hainuni is from the Republic of Kosovo and works as a director in a company providing business services to agricultural holdings. She has a master's degree in economics and her research interests are in the field of strategic business planning.

2. Relevance of the problem.

The topic of the dissertation is relevant, since agriculture and related economic sectors are an important part of the national economy of the Republic of Kosovo. The application of a marketing approach to the supply of chemical preparations will support the development of agrarian farms and is a means to overcome difficulties and problems in agriculture by achieving an effective consolidation of the interests of various economic entities.

3. Purpose, tasks, hypotheses and research methods.

The purpose of the dissertation work is clearly formulated and refers to the analysis of marketing factors that determine the level of sales of chemical preparations for the needs of farmers.

To realize the goal, 6 tasks are defined, the solution of which gives the work a finished look.

Formulated working hypotheses are proven by using system analysis, situational analysis, diagnostic analysis. In the dissertation, a constructive approach was applied to business process modeling.

4. Transparency and presentation of the obtained results.

The doctoral student has used a wide range of tools for visualizing and summarizing the obtained results in tables, graphs and schemes, which allow him to correctly systematize and objectively present the obtained results.

5. Discussion of results and used literature.

In his work on the dissertation, the doctoral student studied a major part of the modern specialized scientific literature in relation to strategic management and the possibilities of applying a marketing approach to sales development. Opinions of well-known authors have been commented and presented, and on their basis the author's understanding of the researched problem has been formed.

The doctoral student defines and correctly uses the terms. Vlora Hajnuni successfully summarizes the state and problems of applied approaches in the management of economic entities serving agricultural holdings in the Republic of Kosovo. This enables her to formulate concrete conclusions to improve the applicability of marketing in the management of sales of chemical preparations.

6. Contributions of the dissertation work.

The dissertation work "Marketing strategies for the management of sales of chemical preparations for the needs of farmers" contains the following contributing ideas and solutions.

Scientific contributions

The essence of strategic planning, as an element of strategic management, is clarified;

A conceptual framework for evaluating the effectiveness of marketing strategies of chemical enterprises has been developed;

Scientific and applied contributions

The key factors for the implementation of marketing activities when offering chemical preparations have been identified;

Recommendations for improving the strategic marketing management of chemical enterprises have been formulated.

7. Critical Notes and Questions.

I have no critical notes and questions.

8. Published articles and citations.

On the topic of the dissertation, the doctoral student has published four articles, which covers the required minimum for acquiring the educational qualification degree of doctor. The publications also ensure coverage of national minimum requirements.

The presented abstract reflects objectively the structure and content of the dissertation work.

CONCLUSION:


Based on the various research methods learned and applied by the doctoral student, the correctly performed experiments, the generalizations and conclusions made, I believe that the presented dissertation meets the requirements of the ŽARSRB and the Regulations of the Agrarian University for its application, which gives me a reason to evaluate it POSITIVE.

I take the liberty of proposing to the honorable Scientific Jury also to vote positively and award to **Vlora Limani Hajnuni** the educational and scientific degree "doctor" in the scientific specialty "Organisation and Management"

Date: 08.02.2023

Plovdiv city

REVIEWER:


(Ass. Prof. T. Rodhe)